



Commonwealth of Kentucky Energy and Environment Cabinet

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Kentucky Heritage Land Conservation Fund to Sponsor Video Contest

Kentucky students compete to create public service announcement

Frankfort, Ky. – (Aug. 10, 2013) – Since 1993, the Kentucky Heritage Land Conservation Fund (KHLCHF) has granted money to state agencies and local governments to purchase over 80,000 acres of natural areas (i.e., undeveloped land) from willing sellers. KHLCHF's goal is the preservation of these areas in their natural state forever. They may be a habitat for rare and endangered species, important to migratory birds or perform natural functions that are subject to loss or alteration. KHLCHF also preserves areas in their natural state for public use, outdoor recreation and education.

A portion of KHLCHF's funding comes from the sale of "Nature's Finest" license plates. In order to raise the awareness of this valuable program and boost sales of the plates so that more precious areas can be protected, the Fund will sponsor a competition for videos to use in a public service announcement (PSA). The competition is open to Kentucky students attending high school, college, university, trade school or professional school.

Beginning Aug. 15, 2013, the KHLCHF will seek creative and original videos that describe the KHLCHF and its importance to Kentucky. All submissions should be either 60 or 180 seconds in length and must address the following questions:

- What does the KHLCHF program do?
- Why is this program important to Kentucky?
- Why are sales of the "Nature's Finest" license plate essential to the KHLCHF program?

Entries fall in one of two categories: (a) a solo artist submission (one person, one body of work created solely by the entrant); or (b) a group effort submission (production by a group of students).

Entry deadline is June 16, 2014. First and second place winners will receive cash prizes of \$500 and \$250, respectively. The third place winner and runner-up will each receive honorable mention and a signed Certificate of Achievement. Winning entries will be posted on YouTube. Rules and detailed information about the 2014 KHLC Board Public Service Announcement Video Contest can be found at <http://heritageland.ky.gov>.

Help us spread the word about “Nature’s Finest!”



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